

## **RÚRIK GÍSLASON**

Rúrik Gíslason is one of the best and most successful footballers in Icelandic history. Through his athletic performance and his friendly demeanor, he is an ambassador of his Scandinavian homeland all over the world. He is also successful as a model, influencer, entrepreneur and TV personality. Rúrik Gíslason per se an ambassador of health, motivation and success strategies that he likes to share.

Rúrik Gíslason is a top athlete of the new millennium. He combines sport with lifestyle and responsibility. He is always approachable and curious. He wears his life motto as a tattoo on his wrist: "Treat others as you would like to be treated yourself." Rúrik Gíslason built his brand into his own company on his own initiative. With the "Glacier Gin" brewed in Reykjavik he sells his own spirits, with "BOKK" he runs his own fashion label. Early on, he plans his career and life away from the turf with great foresight, without revealing his passion for the sport. Rúrik Gíslason won the 2013 Danish championship with FC Copenhagen, and during the 2018 World Cup, his game against Argentina won the hearts of the world public. At his club SV Sandhausen, Rúrik Gíslason's jersey is the best-selling of the season.

Rúrik Gíslason moves effortlessly between the worlds of sport, entertainment and business. By participating in the popular TV shows "Let's Dance" (RTL) and "Grill den Hensler" (VOX), he is expanding his target group and consolidating his position as a constant in the entertainment industry.

Rúrik Gíslason is committed to a better society and has been an ambassador for SOS Children's Villages for many years. He is also politically active in his home country, Iceland, and is running for parliamentary elections in 2017.

Rúrik Gíslason lives in London, Iceland and Berlin.